



Presentation for
Global Talents



UNLEASH offers talents opportunity to pivot innovative solutions to the Sustainable Development Goals

UNLEASH is a leading global talent and sustainability initiative, bringing ~1,000 top talents together each year until 2030 to collaborate and create innovative solutions to the Sustainable Development Goals (SDGs). The first event is held in Denmark in August 2017. UNLEASH is supported by a global consortium of + 15 actors across sectors, including UNDP, Dalberg, Microsoft, Deloitte, Novo Nordisk Foundation and Carlsberg Foundation.

Why should talents join UNLEASH?

- Get a free-of-charge opportunity* to develop and co-create disruptive SDG solutions over 9 intensive days in Denmark with top talents from across the world and build lasting networks
- Become immersed in an ecosystem of global companies, research institutions and investors that will enhance your network and employability
- Transform your idea into a tangible solution after the event, utilizing targeted economic and advisory channels of support

Who are eligible to join?

- Talents should be (see details on page 10):
 1. Aged ~20-35 and possess high proficiency in English.
 2. Have a proven track record of making contributions to social and/or sustainability causes
 3. Fall within at least one of four talent profiles, being entrepreneurs, intrapreneurs, academics/students and/or technical experts



Our vision

Build the world's leading platform for innovative, scalable solutions to the Sustainable Development Goals



Our mission

Accelerate breakthrough solutions for the Sustainable Development Goals by engaging young talents in problem-solving and by providing the support needed for bringing the best ideas to life



What is UNLEASH?

UNLEASH is a new, global initiative that will bring together young leaders, experts, and entrepreneurs annually. Each year they will be tasked with developing innovative and practical solutions to the 17 Sustainable Development Goals



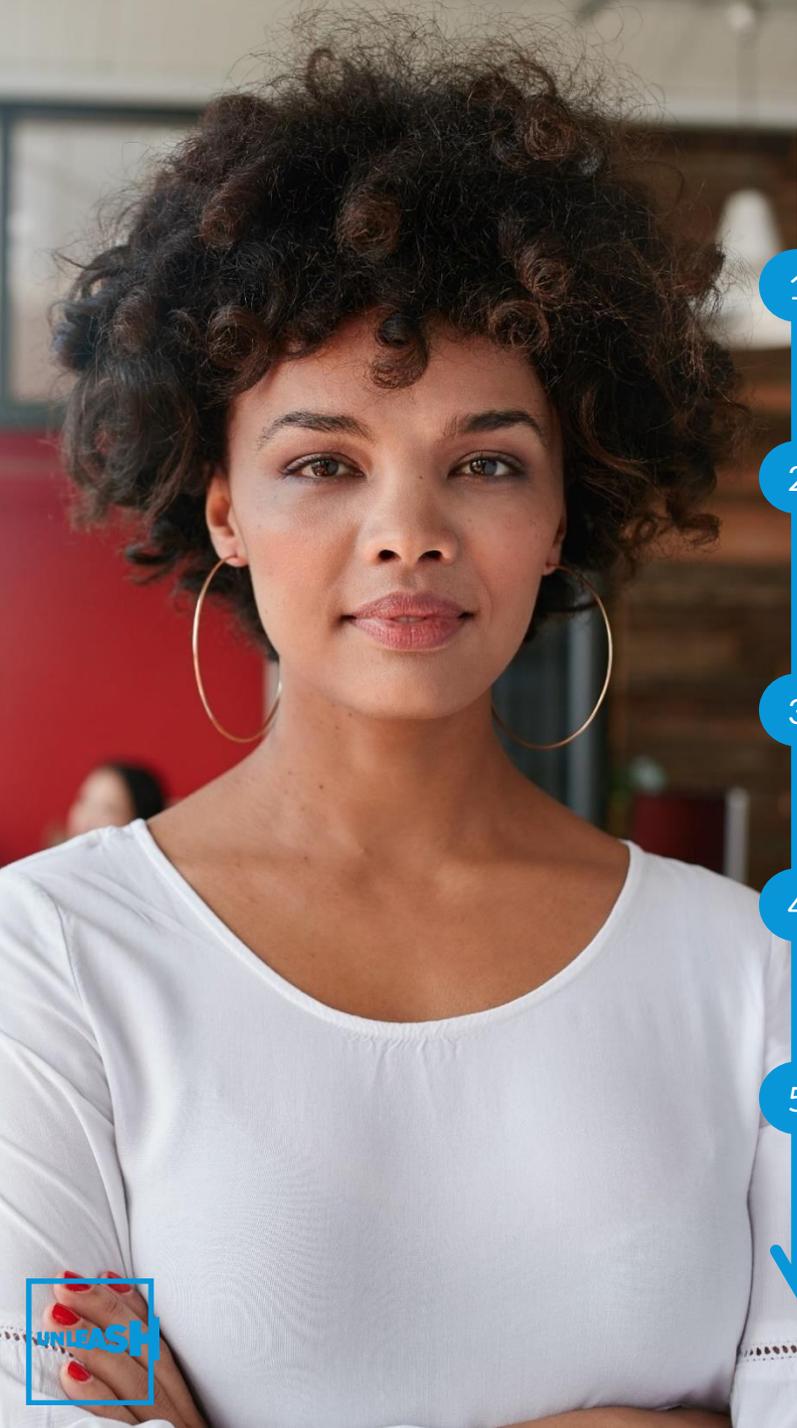
THE GLOBAL GOALS
For Sustainable Development





Why do we need UNLEASH?

- To realize the SDGs, it is estimated that the world will need to invest a staggering amount of between USD 5 trillion and 7 trillion per year - roughly 7%-10% of global annual GDP. To put these numbers into perspective, total investment into the Apollo Space Program (1963-72) to put a man on the moon was approximately USD 150 billion at present value.
- To achieve the SDGs by 2030 will require new and innovative solutions that challenge traditional business models and approaches. These solutions will need to be commercially viable as well as deliver value to society.
- Harnessing the next generation of leaders will be critical if this is to be possible – they bring fresh perspectives, open minds, different values, tech savviness, and an appetite for disruption. Who would have thought few years back that the largest hotel chain in the world owned no rooms, the largest taxi company owned no cars, and the largest retailer owned no stores?



What makes UNLEASH unique?



1

Source young top talent across geographies. Work with trusted partners to source and carefully select 1,000 young top talents with big ideas and a desire to create change.

2

Innovate new ideas to tackle the SDGs through a host country lens. Facilitate ideation, experimentation, and co-creation processes to develop more effective and out of the box solutions to the SDGs.

3

Accelerate ideas into real solutions. Provide channels of support to the best solutions, including links to grants, venture funds, technology and incubations partners

4

Build a global community for innovation around the SDGs. Develop an online community for the participants to support further product development and implementation

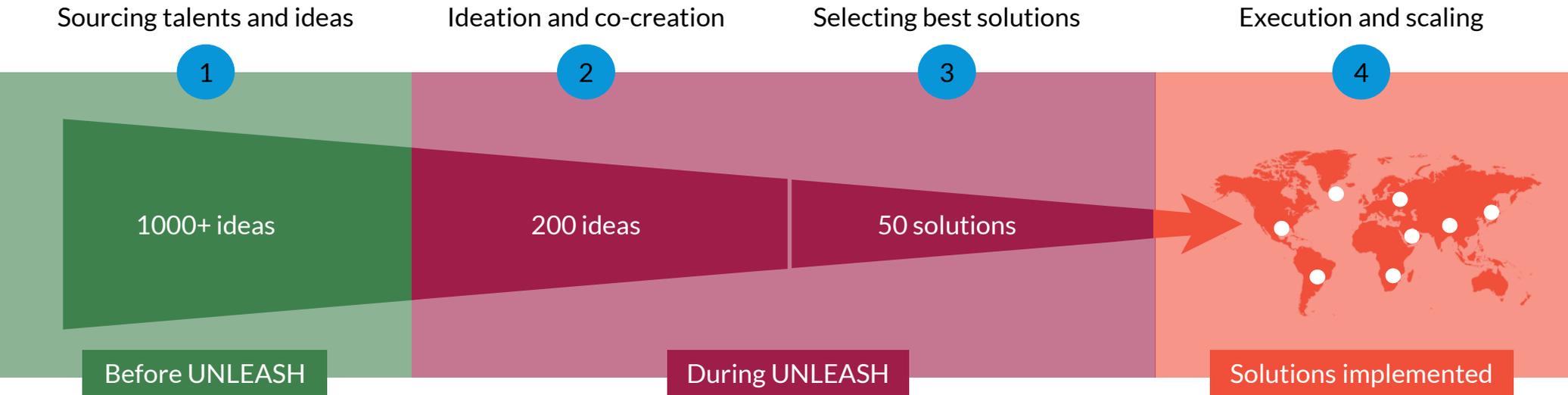
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Establish a recurrent global event. Select a different host country every year and integrate the host country's philosophy and assets into initiative design. Denmark will tentatively be followed by Silicon Valley (2018), Singapore (2019), and culminating in New York in 2030.



The UNLEASH SDG innovation model

How ideas are transformed into tangible solutions



What is the output?

1,000 selected young top talents, and many more engaged

Better understanding of global challenges, and the SDGs among talents

The best and most actionable ideas get support for implementation

Positive spinoff solutions and collaborations due to the global community



Key themes for UNLEASH2017



UNLEASH2017 will focus on 7 themes that have direct impact on the SDGs.

Several concrete challenges will be selected under each theme in close collaboration with progressive companies and sector experts.



The UNLEASH movement begins in Denmark in August 2017 with an intensive 9-day program



Select talents and define specific SDG Challenges in collaboration with companies. Mobilize all UNLEASH partners.

Q1-Q2



Kickoff in Copenhagen to welcome the talents, explore the city and build relations.

August
13-14



Talents co-create new solutions in the SDG Innovation Challenge. Workshops, expert talks, prototyping, pitch training, field visits and social events.

August
15-18



UNLEASH Award Show in Aarhus with VIP speakers and all partners. Celebration of the talents and showcase of winning solutions.

August
19-21



Support for winning ideas and individual follow-up with talent teams to boost implementation. Launch UNLEASH2018 in Silicon Valley.

Q3-Q4
+ 2018



Who will attend UNLEASH?



- **Young talents:** 1000 young academics, entrepreneurs, intrapreneurs and technical experts from across the globe in the age group 20-35 years.
- **Progressive companies:** 50+ companies with a core business interest in delivering solutions for the SDGs.
- **Knowledge and partner organizations:** 100+ academic institutions, think tanks and research centers with data and knowledge to support solutions.
- **Financing institutions:** Philanthropic foundations, business angels and venture funds providing capital and advice to top solutions.
- **Support organizations:** Regional and local incubators and accelerators securing mentoring, office space and network to the most promising solutions.

We select 1,000 young global talents based on two set of criteria

The selected top talents will be aged 20-35 and representing four distinct profiles that meet five general criteria, while ensuring diversity on gender and geography as a group.

General criteria

1. Demonstrated **commitment** to solving some of the world's pressing challenges
2. Possession of a creative and **innovative mindset**
3. Proven track record of making **contributions** to solving social causes
4. Willingness to **engage in co-creation** with peers and experts
5. High proficiency in **English** with the ability to engage in complex discussions



Talent profiles

1. **Entrepreneurs***: Launched/or considered launching start-ups, organizations or campaigns (for/non profit)
2. **Intrapreneurs**: Improved or changed entities, e.g. through R&D, business development or organizational changes
3. **Academia**: Top class academic with in-depth content knowledge, e.g. via courses, research projects or a PHD
4. **Technical experts**: Possession of skills, tools and know-how (e.g. within engineering, design, technology and finance) enabling development of product- or software based solutions

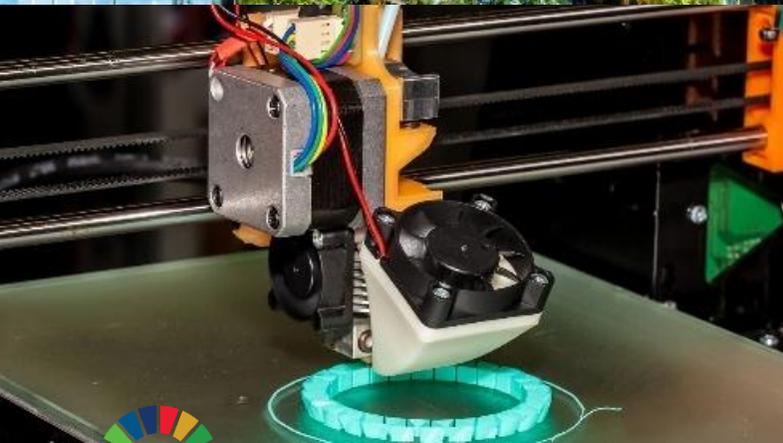
*Talents with ideas beyond a pilot stage (e.g. having generated over \$30k in total revenue from customers and users and/or raised over \$30k in funding from grants and investors) are likely not appropriate for UNLEASH's program as willingness to work with peers on other ideas is a requirement. This only applies to most recent ideas, not to ideas that have not been previously implemented.



Why should talents join UNLEASH?

- **Develop and co-create disruptive SDG solutions** over 9 intensive days with a community of purpose-driven top talents
- **Build strong, lasting networks** with fellow talents and peers around the world to support your personal and professional development
- **Get access to an ecosystem of global companies, research institutions, investors, and people** in relevant sectors that will help you pivot your idea and increase your employability among top institutions
- **Transform your idea into a tangible solution** after the event, utilizing channels of support from the UNLEASH implementation system
- **Get a unique cultural experience in Denmark**, see Copenhagen and Aarhus (European Capital of Culture 2017) and become familiar with Danish business and societal strongholds.





How to join UNLEASH?

Applying is simple and consists of 4 steps:

1. Fill out a brief questionnaire on your personal motivation and competences via www.unleash.org from March 1st 2017. Deadline is May 1st 2017. As you have been nominated by EDEN, remember to enter your unique code (EDE1) in the designated field when applying.*
2. Await response from the UNLEASH-secretariat. UNLEASH will respond on a rolling basis and no later than May 13th.
3. Apply for a Danish VISA (if needed)
4. Book your flight and stay tuned at www.unleash.org**

*Nominated talents will be subject to 'fast track screening'. While nominated talents are not guaranteed participation in UNLEASH, the assumption is that talents nominated by trusted partners will be accepted to UNLEASH. All nominated talents will receive a unique code, which they should enter when applying for UNLEASH.

**All cost related to participation in the program will be covered by the UNLEASH association, including travel, accommodation, food, curriculum and facilitation for the entire 9-days program in Denmark. All talents are however asked to pay a fee of 145 USD (1000 DKK) to mitigate no shows and to ensure that we do not have empty seats, where other talents could have come. For talents who cannot cover this cost, UNLEASH will offer micro-scholarship options as part of the application process.





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